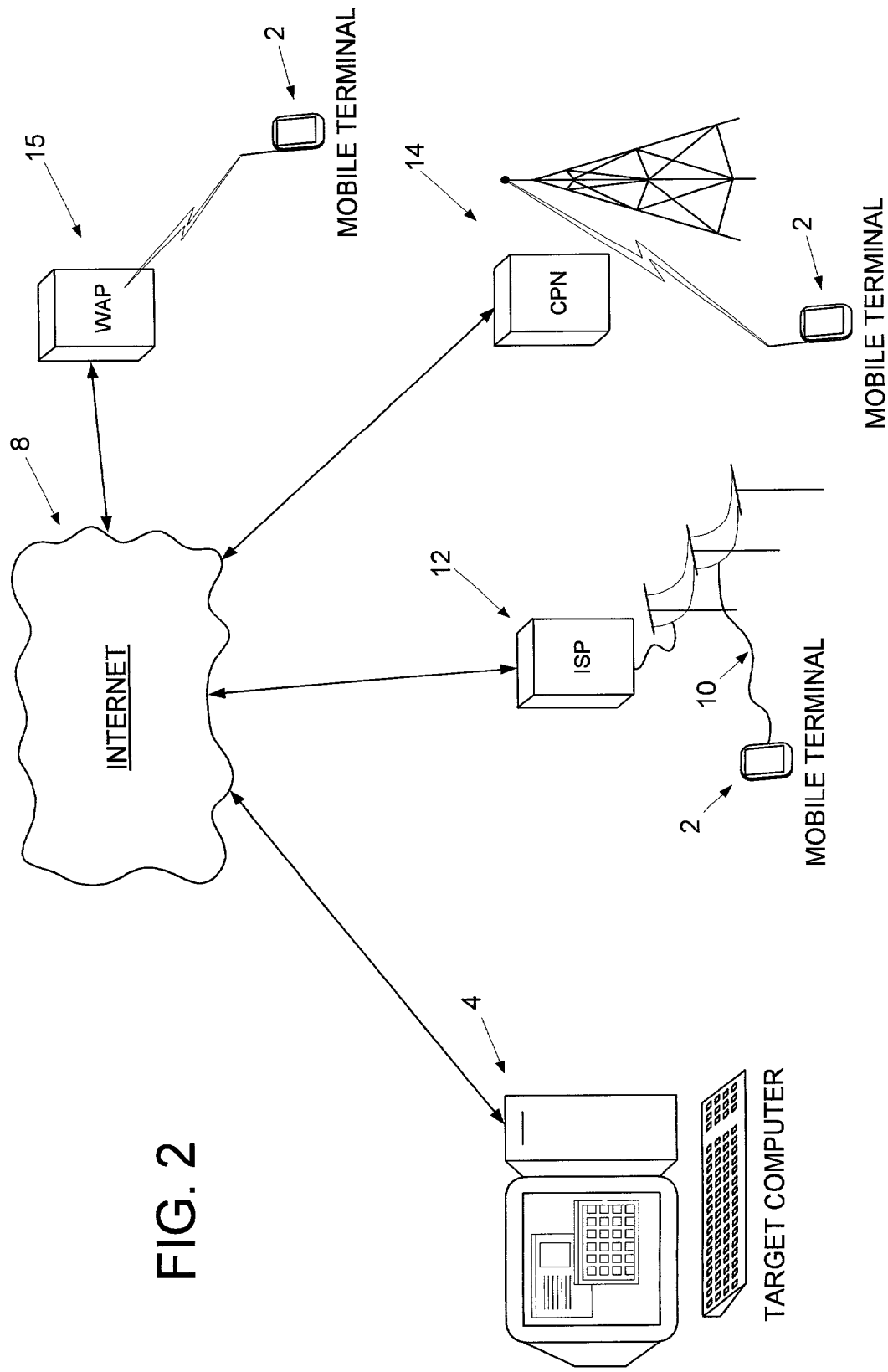


FIG. 1
(Prior Art)



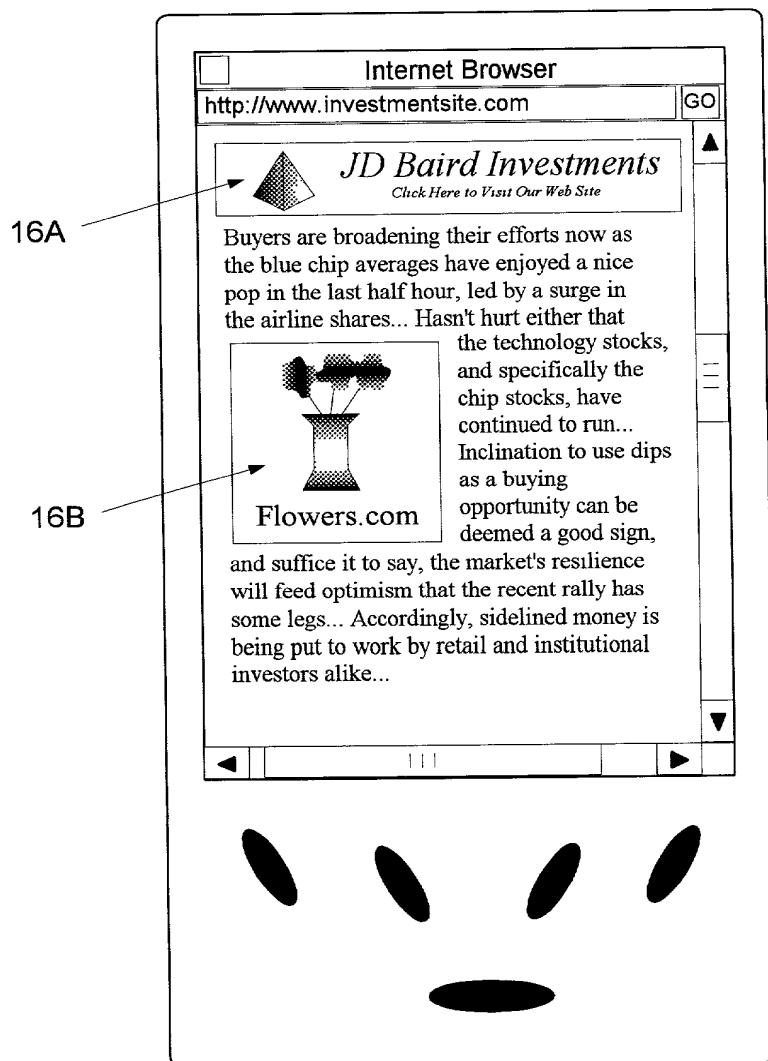


FIG. 3
(Prior Art)

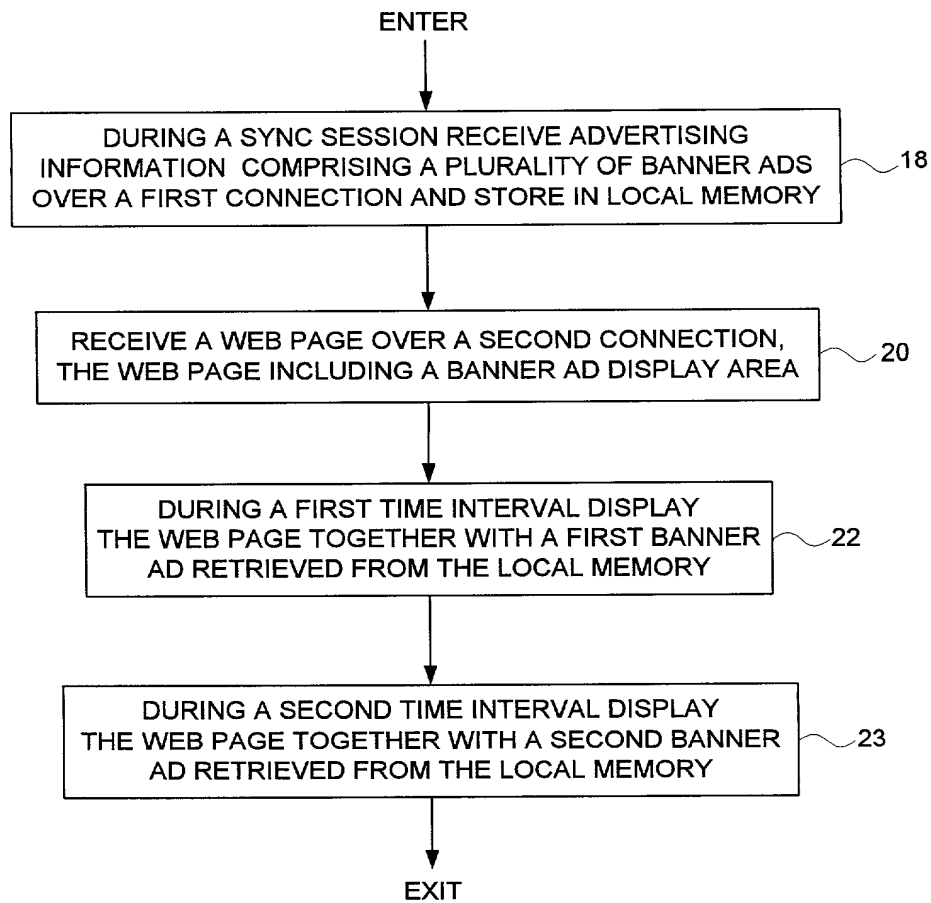


FIG. 4

FIG. 5 is a schematic diagram of a computer system 24, including a monitor 26 and a local memory 28. The monitor 26 displays a web browser window 30 showing a web page from JD Baird Investments. The web page includes a logo 28, a text area 30, and an image of a vase of flowers 30. The local memory 28 is connected to the monitor 26 via a dashed line 26. The local memory 28 is divided into four sections: BUSINESS, RETAIL, SPORTS, and GENERAL. Each section contains a sequence of banners (BANNER 1, BANNER 2, BANNER 3, BANNER 4) connected by arrows, indicating a sequential flow of information.

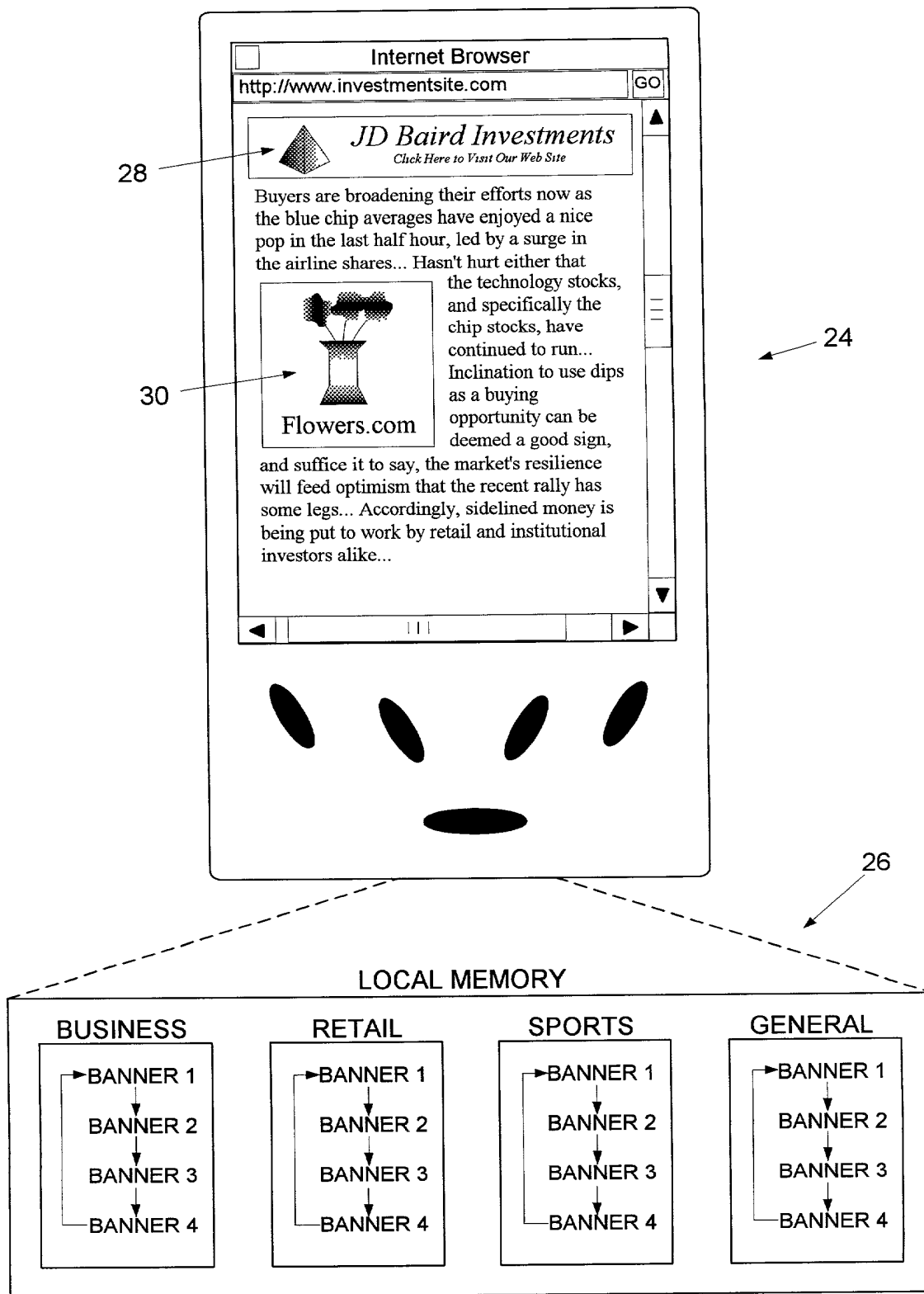


FIG. 5

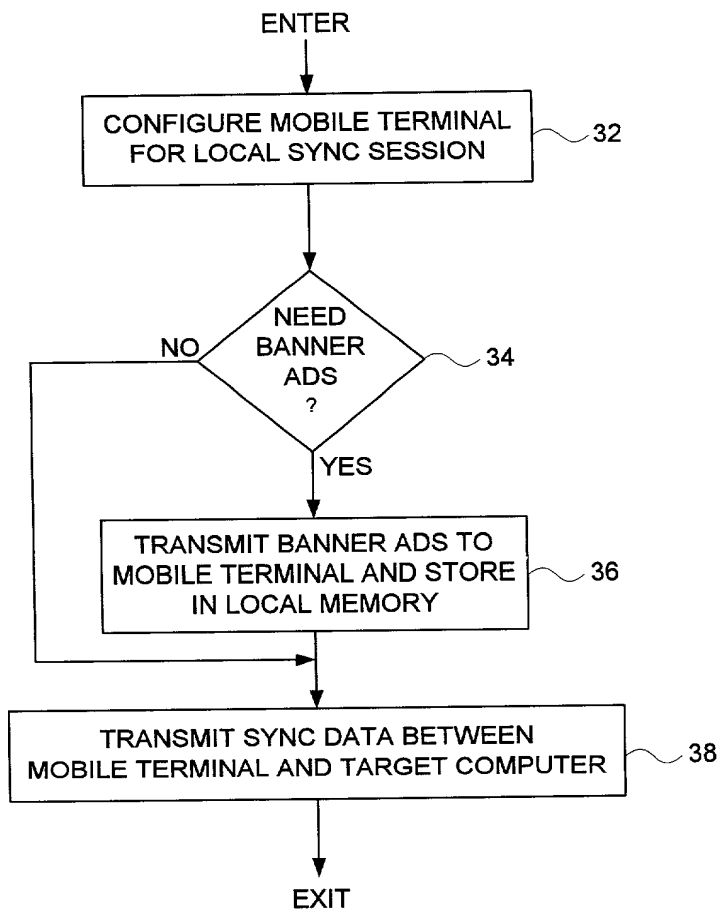


FIG. 6A

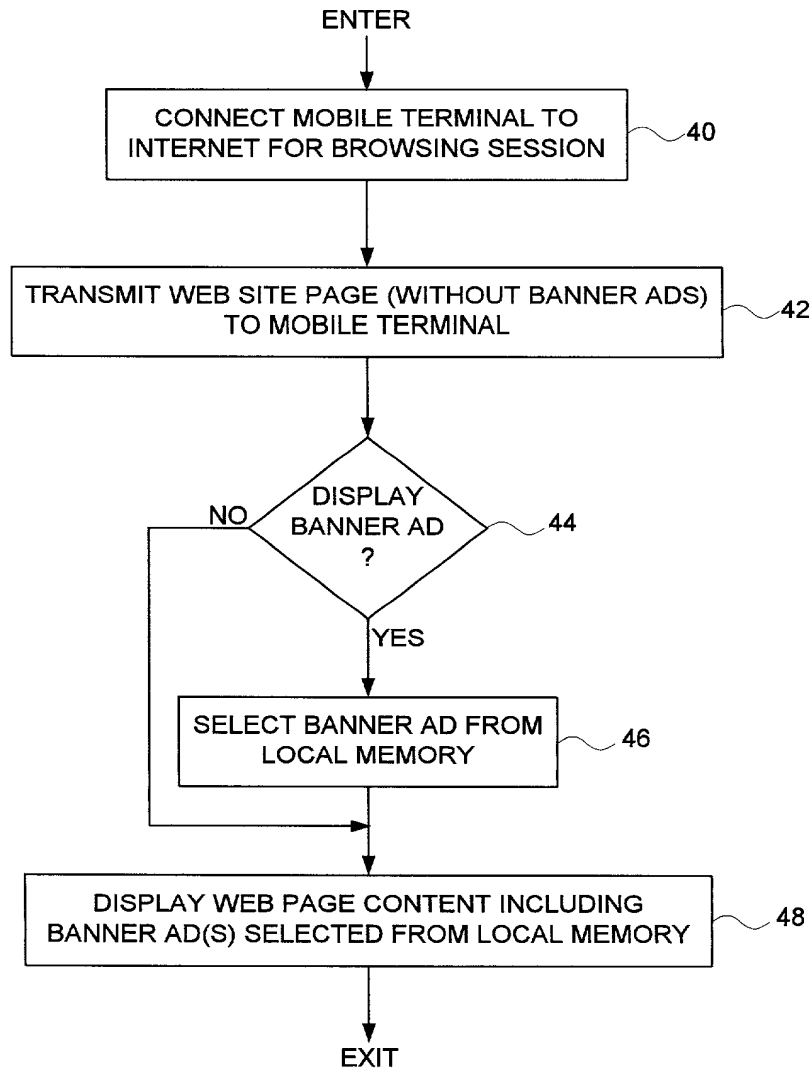


FIG. 6B

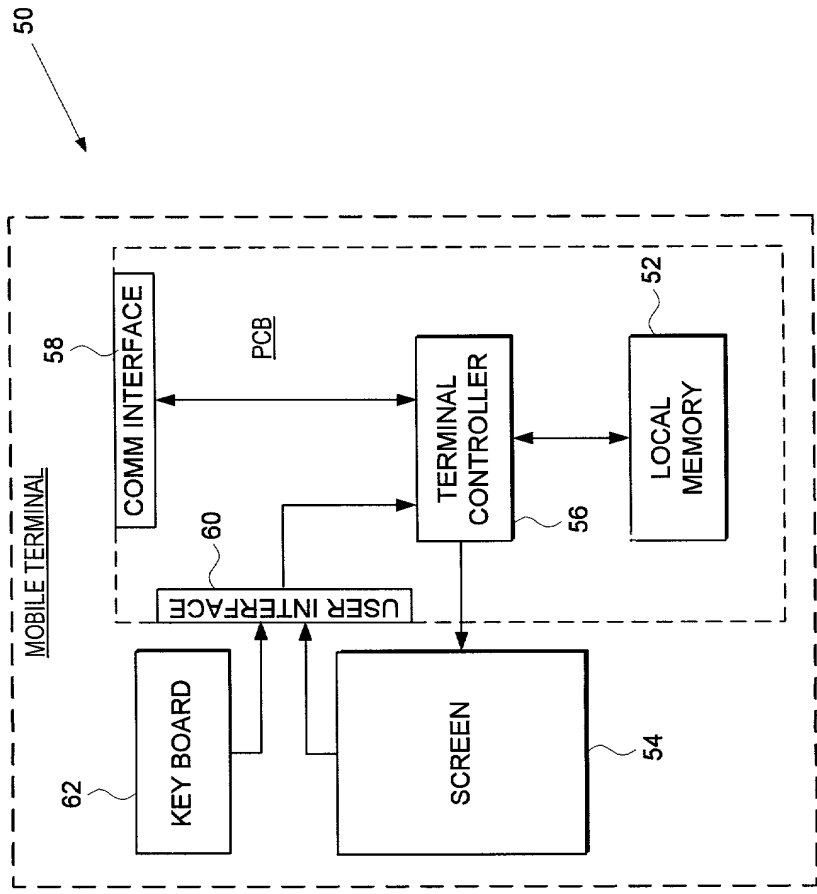


FIG. 7A

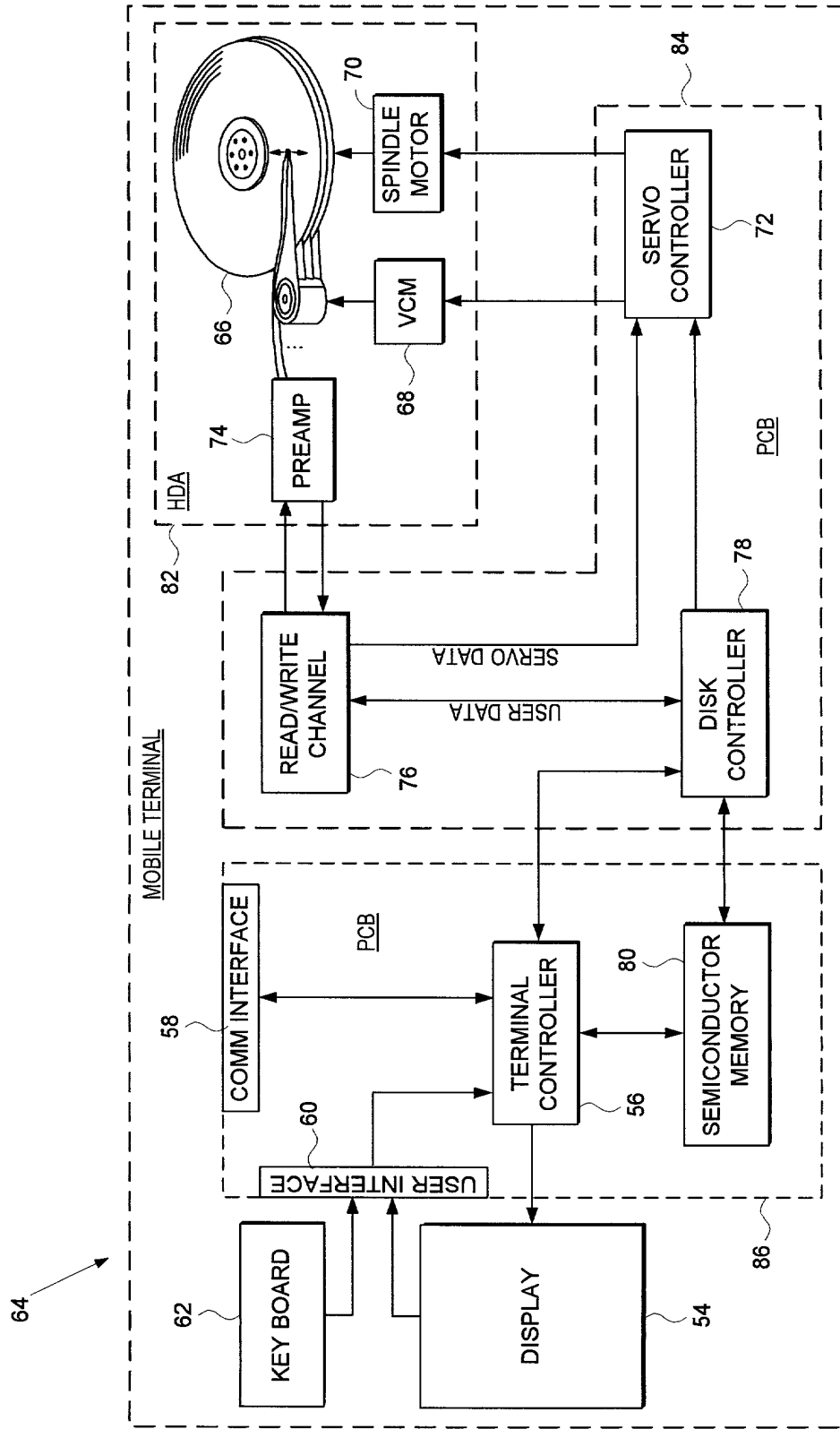


FIG. 7B